

**TO:** Select SOMs

**FROM:** Maria Medina/Event Marketing

**SUBJECT:** Parliament Party Zone Program in New York and Philadelphia

**DATE:** August 19, 1997

This memo outlines the 1997 Metro Parliament Party Zone Program in New York and Philadelphia. The Party Zone program is designed to increase brand visibility, encourage product trial among adult smokers of competitive brands, generate names of smokers (21 years of age or older) for the database, and develop a positive promotional tie-in for the brand.

Detailed information is as follows:

**Time Frame:** October 2 - November 2, 1997

**Location:** New York and Philadelphia metropolitan areas

**Venues:** A schedule of clubs will be forwarded during the **week of September 2, 1997**

**Signage/Materials:** The following signage and materials will be placed:

- Bar items (e.g., cups, napkins, ashtrays)
- Special lighting in clubs (where possible)
- Banners
- Branded incentive item giveaways

**Activities:**

- The Parliament Party Patrol will circulate throughout the club identifying smokers, 21 years of age and older. These smokers will be asked to complete a smoker survey. Each smoker who completes the survey will receive:
  - Parliament wristband, identifying him/her as a smoker, 21 years of age or older
  - Complimentary lighter
  - Polaroid photo
  - Postcard
- Individuals from GMR Marketing will sell packs of Parliament Lights and Parliament Menthol Lights at a reduced price, with Philip Morris funding the price reduction.

**Drawings:** Drawings will be held at clubs each weekend. Winners' names will be chosen from among the smokers, 21 years of age and older, who completed a survey during that weekend. The prizes will include a CD personal stereo. In all cases, eligible smokers must be present to win.

**Sweepstakes Grand Prize:** Completion of the smoker survey will also enter the smoker into a sweepstakes to be conducted by D.L. Blair, Inc., an independent judging organization. At the end of the program, a sweepstakes winner will be selected from among all smokers, 21 years of age and older, who completed a survey. The grand prize is a 1997 BMW Z3 Convertible.

COMMUNICATED MS MAIL 8/19/97 TO SOMs IN SECTION 13 AND 14. SOM SHOULD FORWARD THIS INFORMATION TO APPROPRIATE PERSONNEL IN SECTION. NO HARD COPIES PROVIDED BY NYO. FOR INTERNAL USE ONLY.

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**Miscellaneous Information:**

**PM Responsibilities:** Even though there is no PM FSF responsibility for this program, you are welcome to attend the bar nights. Please contact the New York Office five days before you plan to visit to ensure that you have the most recent schedule.

**Outside Agency Contacts:** GMR Marketing will execute this program  
Sarah Hays, Program Manager Tel: 414-786-5600  
Charlie Belmore, Director, Marketing Tel: 414-786-5600

Please call me if you have any questions or suggestions.

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